REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. This application has been carefully reviewed in light of the Official Action mailed on November 12, 2008 ("Office Action"). Claims 1-20 were pending and rejected. Claims 1-20 are cancelled herein without prejudice or disclaimer. Claims 21-40 are newly added. Applicant submits that new claims 21-40 contain no new matter. Support for the amendment to the claims presented herein can be found in the specification as originally filed, at least from paragraphs 23-58 and Figures 2, 4, and 6. Thus, claims 21-40 are pending. This Reply encompasses a bona fide attempt to overcome the rejections raised by the Examiner and presents amendments as well as reasons why Applicant believes that embodiments as amended are novel and unobvious over the applied art. Accordingly, Applicant respectfully requests reconsideration and favorable action in this case.

Interview Summary

Pursuant to Applicant Initiated Interview Request submitted February 4, 2009, a telephonic interview was conducted on February 9, 2009 between Examiner Oanh L. Duong and the undersigned. During the interview, Applicant's representative pointed out differences between embodiments of the invention and the art of record. Applicant's representative further proposes to submit new method claims meeting the machine-or-transformation test. No agreement was reached. Applicant appreciates the time and effort taken by Examiner Duong to review Applicant's present application and to discuss the claims and the cited prior art.

Claim Objections

Claims 1, 5, and 11 were objected to because of minor informalities. Claims 1, 5, and 11 are cancelled herein, rendering this objection moot.

Rejections under 35 U.S.C. § 103

Claims 1-20 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,996,536 ("Cofino") in view of Applicant Admitted Prior Art ("AAPA"). Claims 1-20 are cancelled herein, rendering this rejection moot.

New Claims 21-40

Newly added independent claim 21 is directed to embodiments of a method of associating events and requests at a management system. Claims 22-29 depend from claim 21. Newly added claims 30-35 are directed to embodiments of a computer program product implementing a management system similar to embodiments of the management system recited in claim 21. Newly added claims 36-40 are directed to embodiments of a system implementing the method of claim 21. Applicant respectfully submits that claims 21-40 recite subject matter not reached by the art of record under 35 U.S.C. § 103(a) and therefore should be allowed. For example, claim 21 recites:

> A method of associating requests and events, comprising:
>
> at a web server computer, receiving HTTP requests from user computers connected to said web server computer over a first network;
>
> in response to said HTTP requests, said web server computer initiating events at server computers connected to said web server computer over a second network, wherein said events comprise backend business processes and dynamic content generation performed at said server computers;
>
> logging HTTP requests data at said web server computer;
>
> logging events data at said server computers;
>
> receiving said HTTP requests data from said web server computer and said events data from said server computers at a management system residing in said second network; and
>
> at said management system, time ordering said HTTP requests data and said events data and, for each user in said HTTP requests data and said events data, generating an association associating each event performed in said second network for said user with a HTTP request received from said user over said first network that is the closest in time to said event.

As illustrated in the table below, the combination of Cofino and AAPA cannot establish a *prima facie* case of obviousness under 35 U.S.C. § 103(a) against embodiments as claimed in claim 21.

Embodiments as claimed in claim 21	Cofino and AAPA
at a web server computer, receiving HTTP requests from user computers connected to said web server computer over a first network;	At a web server (104), receive requests (106) from shopper computers (101) connected to the web server (104) over a network (102). (Cofino, Fig. 1).
in response to said HTTP requests, said web server computer initiating events at server computers connected to said web server computer over a second network,	If a requested web page includes dynamic content, the web server 10 can initiate a script to send data to an application server 20 to generate dynamic HTML content. (AAPA, page 4, paragraph 7).
wherein said events comprise backend business processes and dynamic content generation performed at said server computers;	Events occurred at application server 20 in response to a particular request include generation of dynamic HTML content. (AAPA, page 4, paragraphs 7-8).
logging HTTP requests data at said web server computer;	The web server (104) records all requests (106) it receives from shoppers in the web server log (400) along with auxiliary data such as timestamp (401), session ID (402), referrer (403), and links shown in the requested Web page (405) for each request (106). (Cofino, col. 4, lines 39-44).
logging events data at said server computers;	The web log only records user requests at web server 10. (AAPA, page 4, paragraph 8). Events occurred at application server 20 in response to a particular request are not recorded at application server 20. (*Id.*)
receiving said HTTP requests data from said web server computer and said events data from said server computers at a management system residing in said second network;	Not found in Cofino and AAPA.
at said management system, time ordering said HTTP requests data and said events data and,	Not found in Cofino and AAPA.
for each user in said HTTP requests data and said events data, generating an association associating each event performed in said second network for said user with a HTTP request received from said user over said first network that is the closest in time to said event.	Not found in Cofino and AAPA.

Embodiments as claimed in claim 21 and the combination of Cofino and AAPA have different utilities. As submitted during the aforementioned Examiner Interview on February 9, 2009, embodiments as claimed in claim 21 can provide additional useful information that is lacking in traditional click stream analysis systems. For example, for each user who visits a web site, a management system can create an association between that user's requests and events occurred behind the web server. This association can provide valuable insight in analyzing the relationship between events occurring at backend systems with requests made by that user. Take association 315 of Figure 4 as a specific example. Event 341 and event 342 are associated with request 331 made by user A. It can be seen that after user A made request 331, dynamic content was generated for the requested web page (event 341) and that state of user A's shopping cart subsequently changed (event 342). This can allow for a much richer analysis of behavior than traditional click stream analysis systems because the behavior of backend and application systems can be associated with user behavior at a web site. *See also,* Specification, page 22, paragraph 46.

Contrastingly, Cofino provides a visualization method for click stream analysis based on an interactive parallel coordinate system. This system uses multiple axes to represent sequential steps which sessions take during their navigation of a web site. *See* Cofino, col. 3, lines 18-38. Each of the axes represents one event in the session. *See* Cofino, col. 3, lines 40-41. These sessions do not always have events plotted on all of the axes. *See* Cofino, col. 3, lines 60-61. For example, if a particular axis is chosen as a "terminal step", e.g., product purchase, Cofino's invention provides a visual indication of how many of the sessions ended at the "terminal step", e.g., how many customer sessions ended in a product purchase. *See* Cofino, col. 3, lines 40-41. In this way, Cofino may be useful in analyzing click streams by sessions based on product purchases. *See e.g.,* Cofino, Figures 8-12. Cofino does not disclose backend systems.

AAPA discloses backend systems in general. Note Cofino and AAPA appear to have different definitions for the term "events." According to Cofino, a series of web pages requested by a visitor in a single visit is referred to as a session and a session is a set of events. *See* Cofino, col. 1, lines 43-44, col. 3, lines 38-39. Cofino is silent as to whether such events include application events and backend business events occurring at backend systems in response to the visitor's requests. AAPA discloses that, at the time of the invention, click stream analysis systems do not link events occurring at backend systems with the page requests of particular

users. *See* Specification, pages 3-4, paragraph 6. Thus, even assuming that Cofino and AAPA are properly combinable, the resulting combination would not have recorded events occurring at backend systems and/or associated such events with the page requests of particular users.

Conclusion

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include any acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of claims 21-40. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

Sprinkle IP Law Group
Attorneys for Applicant

Katharina W. Schuster
Reg. No. 50,000

Date: February ___/2___, 2009

1301 W. 25th Street, Suite 408
Austin, TX 78705
Tel. (512) 637-9220
Fax. (512) 371-9088